

REP HEADLINE# 6270366  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 AUG9/12 11.28  
 \*\*\* WFLA-TV \*\*\*

ADV # ADV. NAME ISS/AIGI

AGY # AGY. NAME MENTZER MEDIA SERVICES, INC.

600 FAIRMOUNT AVENUE, SUITE 306

TOWSON, MD 21286

REP. # OFF. # SALESMAN #

BUYER NAME STEPHANIE KOHLBAUER

SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6270366

CLASS: NATL. LOCAL REGIONAL

PRDCT ACCOUNTABLY GOVERNMT EST#332 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG10/12 AUG14/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG9/12 11.28

REP: NEW ORDER  
 TTL \$16,000 @7X  
 PLEASE CONFIRM  
 THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #1021  
 AN ELECTRONIC INV.WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILBLE  
 FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009  
 IDB #1021 TV INVOICES #9912736

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			530P-600P	30		\$1,000.00	8/10	8/10	1		FRI	1
AGENCY ADVERTISER CODE = AGENCY PRODUCT CODE = AGENCY EST# = 332												
2			1200N-600P	30		\$7,500.00	8/11	8/11	1		SAT	1

PROGRAM : 530P NEWS  
 CON COM1: 530P NEWS  
 PROGRAM : OLYMPIC WEEKEND AFTERN  
 CON COM1: OLYMPIC WEEKEND AFTERN

*OK*  
*[Signature]*  
*8/9/12*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			700A-900A	30		\$2,000.00	8/13	8/13	1		MON	1
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
4			500P-530P	30		\$850.00	8/13	8/13	1		MON	1
PROGRAM : 5P NEWS												
CON COM1: 5P NEWS												
5			530P-600P	30		\$850.00	8/13	8/13	1		MON	1
PROGRAM : 530P NEWS												
CON COM1: 530P NEWS												
6			600P-630P	30		\$2,000.00	8/13	8/13	1		MON	1
PROGRAM : 6P NEWS												
CON COM1: 6P NEWS												
7			1100P-1135P	30		\$1,800.00	8/13	8/13	1		MON	1
PROGRAM : 11P NEWS												
CON COM1: 11P NEWS												
AUG/12 16000.00											CONTRACT TOTAL 16000.00	
											TOTAL SPOTS 7	

MARKET TOTALS \$49,690 WFLA 32% WFTS 19% WTSP 12% WTVT 32% WTOG 0% WTTA 0% WMOR 0%  
 SHARES ESTIMATED  
 WMOX 0% WXPX 0% WWSB 5% CABL 0%  
 SVC- NSI  
 DEMOS- RA35+\*

**Mentzer Media Services**      **Accountability In Government- Aigi/ Issue**  
 600 Fairmount Avenue  
 Ste 600  
 Towson MD 21286  
 Submission Number 711      Issue 1



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

**PHONE (813) 228-8888**

**Original**

<b>Client:</b>	Accountability In Government- Aigi/ Issue	<b>Submission Cost:</b>	16000	<b>Campaign Ref:</b>	E:120809037
<b>Buyer:</b>	..	<b>Client/Product/Estimate:</b>	. / .332	<b>Sales Rep:</b>	HRP Washington, DC
<b>Schedule Dates:</b>	08/06/12 to 08/19/12	<b>Weeks:</b>	2	<b>Order Ref:</b>	06270366
<b>Est/PO Number:</b>	06270366	<b>Contract type:</b>	Political	<b>Business Type:</b>	POLITICAL
<b>Associated Copies:</b>	No			<b>Business Category:</b>	Transactional

<b>Product:</b>	Accountability Govrnmt	<b>Booking Group:</b>	WFLA	<b>Key Market:</b>	Tampa-St. Petersburg, FL
<b>Demographic:</b>	(L) Household	<b>Order:</b>			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/06	08/13	Total	Cost
1	M-F 530p News ...F..	03	1000	30 Comme	Nbr of Spots	1	1	1000
2	Olympics Summer Daytime WKND Sa-Su .....S.	01	7500	30 Comme	Nbr of Spots	1	1	7500
3	M-F 7a Today Show M.....	01	2000	30 Comme	Nbr of Spots	1	1	2000
4	M-F 5p News M.....	04	850	30 Comme	Nbr of Spots	1	1	850
5	M-F 530p News M.....	04	850	30 Comme	Nbr of Spots	1	1	850
6	M-F 6p News M.....	02	2000	30 Comme	Nbr of Spots	1	1	2000
7	M-Su 11p News M.....	02	1800	30 Comme	Nbr of Spots	1	1	1800
<b>Weekly Totals: Total Spots(Ord Spots)</b>					2	5	7	

Grand Totals

		Month 8 Weeks: 4	
		08/06	08/13
Spots	7	2	5
Cost	16000	8500	7500

Grand Totals:

Spots:	7
Gross Total:	16,000.00
Commission:	2,400.00
Net Total:	13,600.00

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <span style="font-size: 1.5em; margin-left: 40px;">WFLA-TV</span>	<b>Date:</b> <span style="font-size: 1.5em; margin-left: 10px;">8/9/12</span>
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I, Lauren Schumacher  
do hereby request station time concerning the following issue:

Accountability in Government, Inc

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	VARIES	8/10 - 8/14			

**Total Charges:**     \$ 16,000.<sup>00</sup> GROSS

This broadcast time will be used by: Accountability in Government, Inc

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☐ Yes

☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

ACCOUNTABILITY IN GOVERNMENT, INC

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☒ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

06-28-12  
Date

  
Signature

352-256-3579  
Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title